

## Event Planning Guide

Any organization planning an event that represents the Mason School of Business, the MBAA, or the MBA Program must work with the MBA Program Office. All events should follow the event planning procedure below, even if they are not being held in Miller Hall.

### Event Policies and Procedures

- You are responsible for ensuring that your event abides by university policies and procedures. All MBAA events are subject to the [Policies and Procedures](#) of the [Office of Student Leadership Development](#). Some of the more frequently used policies are:
  - [Alcohol Beverage Policy](#)
  - [Events Where Alcoholic Beverages Are Served Policy](#)
  - [Use of Campus Facilities Policy](#)
  - [Use of University Marks Policy](#)

Please review the above information carefully.

Student organizations planning to host a social event with alcohol are required to have at least one representative (the event manager and server) at the event who has completed the [Events with Alcohol Training](#).

**Please note:** If your organization is hosting an event with alcohol, you are required to complete an Event Planning Meeting with the Office of Student Leadership Development. To schedule this meeting, email [leadership@wm.edu](mailto:leadership@wm.edu) or call 757.221.3300.

### Step 1: Scheduling Your Event

Communication with MBA Program Office is critical to ensuring that your event is scheduled successfully. Event proposals must be submitted to the MBA Program Office **at least 6 weeks** prior to your proposed event date. Please use the following checklist:

1. Check the Academics page for both First Year and Second Year class schedules. Identify times that may work for your event outside of class times.
2. Use the [W&M MBA Events Calendar](#) and the MBA Event Planning Calendar (CAL-MBAEventPlanning) in Microsoft Outlook to identify potential open dates. **DO NOT** submit your event on the W&M Events Calendar until your event has been approved.
3. Complete the [MBAA Logistics and Room Request Form](#)
4. [Schedule an event planning meeting](#) with the MBA Program Office to review your request.

### Step 2: Event Funding & MBAA Approval

Once the MBA Program Office has approved the event and the MBAA has granted budget approval, the MBAA will provide funding. All clubs or committees must submit an event budget proposal and to the MBAA before the start of the semester. In addition to the budget proposal, all clubs and committees

need to submit event approval from the MBA Program Office. Upon receiving the appropriate proposal and approval, the MBAA will notify the event organizer of the MBAA's funding decision.

Other groups on the W&M campus (for example, [Student Activities](#), [Center for Student Diversity](#), and the [Reves Center for International Studies](#)) may provide alternative sources of additional funding. Please contact these offices directly to determine if additional funding is available.

### **Step 3: Select a Speaker (optional)**

Speakers for events can come from a variety of sources:

- If you are going to host a career-related workshop or event, you must meet with the [Graduate Career Management Center](#) first. Email [GradCareers@mason.wm.edu](mailto:GradCareers@mason.wm.edu) for assistance with career-related workshops or events.
- Executive Partners can be contacted by emailing [EP@mason.wm.edu](mailto:EP@mason.wm.edu) for their contact information.
- Alumni Relations can assist in putting you in touch with Mason or W&M Alumni. If you would like to request alumni speakers, you will need to notify the MBA Program Office. The MBA Program Office will connect you with Alumni Relations for assistance with alumni-related events once your event has been approved.
- If you desire to invite the William & Mary President, **you must go through the [MBA Program Office](#)**. MBA Programs, the Dean's office, and the President's office have certain protocols that must be followed for special invitations. **Do not** attempt to contact the President's office on your own.

*\* Most speakers respond best when given a choice of available dates. If the speaker has a very tight schedule, the speaker may give you dates. Always ask for more than one possible date/time.*

### **Step 4: Marketing your Event**

We strongly recommend sending event invitations to Full-Time MBA students via email and/or newsletter. The MBA Program can assist in promoting your event in the following ways:

- Creating event graphics
- Drafting and sending email invitations to students, faculty, staff and executive partners when appropriate
- Displaying event invitations on the RiseVision screens displayed throughout Miller Hall
- Including event invitations in the Full-Time MBA newsletter

Approved events need to be added to the W&M MBA Events Calendar. Clubs and committees will also need to work with the MBAA and MBA Program Office to ensure events are added to the MBA Event Planning Calendar in Outlook.

**Please note:** We encourage you, where appropriate, to invite other Mason School programs (including Part-Time MBA, Executive MBA, Online MBA, and One Year Master's Programs). In order to do so, please contact the MBA Program office first. We will pass on your invitations for you.

Please note that events are not officially scheduled nor are room reservation valid until the event is approved by the MBA Program Office and the MBAA.